

**ROLE OF SOCIAL MEDIA IN THE PROMOTION OF TOURISM INDUSTRY IN
UGANDA, A CASE STUDY OF UGANDA WILDLIFE EDUCATION CENTER (UWEC)
IN ENTEBBE.**

BY

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**A RESEARCH REPORT SUBMITTED TO THE FACULTY OF MANAGEMENT SCIENCES,
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DECLARATION

I Obote Ricky, hereby declare that contents of this research work are my original work and that no other study has been conducted on the topic. To the best of my knowledge, this work has never been submitted before; in any other university or higher institution of learning for any degree or related qualification. In all cases where other people's ideas were quoted, they have been duly acknowledged by complete references.

Signature: 

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APPROVAL

This research report is submitted to Busitema University as a partial fulfillment for the award of Bachelors Degree of Tourism and Travel management with my approval as a university supervisor.

Mr. ORINGO JONAH

Signature: 

Date: 

DEDICATION

This work is dedicated to the family of Mr. Odongo George for their moral support, encouragement and understanding. To all my friends, course mates, lecturers and the Almighty God for His unceasing blessings without which it is impossible to ensure the proposal submission a reality.

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I am grateful to the Almighty God that He has given me the gift of life, the gift of my parents and friends, given me the opportunity to be in school and guided me throughout this study and writing of this research.

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I perceive this opportunity as a big milestone in my career development. I will strive to use gained skills and knowledge in the best possible way and I will continue to work on their improvement in order to attain desired career objectives.

ABSTRACT

This study focused on examining the role of social media in the promotion of tourism industry in Uganda, with specific attention to the Uganda Wildlife Education Centre (UWEC). The objectives were to explore the role of social media in travel planning by tourists visiting UWEC, to assess its contribution in creating a positive destination image, and to determine its influence on tourists' decision-making processes. The study was guided by the Uses and Gratification Theory, which helped in explaining the relationship between the independent and dependent variables. A descriptive cross-sectional survey design was employed, combining both quantitative and qualitative methods, as it was deemed suitable for obtaining the necessary data efficiently. The study population comprised 50 individuals, with a target of 45 participants. Simple random sampling was applied, covering four UWEC departments. Data was collected mainly through close-ended questionnaires, supplemented by both primary and secondary sources. The analysis involved both quantitative and qualitative approaches. Quantitative data was processed using SPSS software, where results were presented in the form of frequency tables, correlations, and regressions, while qualitative methods helped in summarizing and describing findings. The results were then interpreted based on the study objectives, leading to clear conclusions. The study recommended that greater emphasis be placed on the use of social media as a tool for tourism promotion in Uganda. Overall, it concluded that social media enhances tourism by supporting itinerary planning, providing destination information, and enabling tourists to share experiences.

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LIST OF ABBREVIATIONS.

UWEC	Uganda wild life Conservation Education Centre
UWA	Uganda Wild life Authority
UGT	Uses and Gratification Theory
UTB	Uganda Tourism Board
WTTC	World Tourism and Travel Council
UBOS	Uganda Bearue of Statistic
GDP	Gross Domestic Product

CHAPTER ONE

1.0 INTRODUCTION

This chapter presented the background of the study, statement of the problem, research objectives, research questions, scope of the study, significance of the study, and conceptual framework.

1.1 BACKGROUND OF THE STUDY

The study was designed to examine the role of social media in the promotion of tourism industry in Uganda, with a particular focus on the Uganda Wildlife Education Centre (UWEC). It aims to establish how UWEC can utilize or depend on social media as a tool for tourism promotion. Social media, widely recognized as an online networking platform, has the potential to boost business performance and serves as an effective medium through which people access information, explore options, and make informed tourism-related decisions (Kakirala & Singh, 2020; Pop et al., 2022).

In tourism promotion, social media contributes significantly by facilitating information sharing between tourists and prospective visitors. This often occurs through the dissemination of travel experiences, photos, and videos on social media platforms, which in turn attract new guests (Santi & Fadjari, 2020). The global uptake of social media underscores its importance, with 3.48 billion users equivalent to 45% of the world's population in 2019 (Martí-Parreño & Gómez-Calvet, 2020). Facebook alone accounts for 2.27 billion users, while YouTube approaches 2 billion, highlighting the growing dominance of these platforms in tourism marketing.

Beyond personal interactions, social media enables individuals and organizations to reach wider audiences and form communities with shared interests. It has evolved into a vital tool for communication, marketing, and tourism promotion in contemporary society (Dollarhide, 2023; Okonkwo, 2015). Moreover, social media significantly influences travelers' destination choices by showcasing tourist attractions, enhancing their visibility, and strengthening tourism promotion efforts (Liu et al., 2020; Surya & Efrianto, 2024).

Globally, in Bangladesh social media has significantly influenced tourism arrivals, contributing to the country's tourism promotion and economic development. Platforms like Facebook,

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